

The Marketing Mix Assessment

Demonstrate your understanding of the marketing mix in analyzing a product mix, the pricing strategy and its influences, the distribution process and the forms of promotions used. Complete your responses in a Google Presentation and share out.

<http://www.walmart.com/ip/Frito-Lay-Classic-Mix-Variety-Pack-1-oz-20-count/19766115>

1. Product

Describe each of the 8 elements of the product. Be specific in your description of the element and what the company did to satisfy the element.

2.) Price

- Describe what you consider to be the Pricing Goals/Strategy of the product that is being sold. Explain why you think so.

- What could be influences of the price of the good? Explain how.

- What discounts, if any, have been associated with the product. Provide specific examples, links, images, etc... and explain why you feel the discount was used.

3.) Place (Distribution)

Describe the channels of distribution used to get the product to the consumer from the producer to the consumer.

Is the channel direct or indirect?

Who is involved along the channel?

What form of transportation is used in getting the product to the consumer?

What types of exchanges occur along the way?

What are the different ways the consumer can obtain the product?

Do these ways affect the channel of distribution and how?

4.) Promotion

What promotional methods does the Manufacturer/Retailer use to help send a message to the consumer?

Include 3 methods that you have seen used (**Pictures, Hyperlinks, Video, etc...**) and explain the objectives that the business was trying to accomplish with each promotional method.

5.) Communication Process

Identify for each promotional method chosen, **2 examples** of noise, that could disrupt the message effectively reaching the receiver.

What feedback would the receiver provide the sender?

What feedback would indicate the communication process to be successful?

Grading Rubric

4 - Fully answers each element of the Marketing Mix, provides examples that identify the mix element and explains supportive of the element asked. Clearly identifies the characteristics of each main idea and demonstrates understanding of the content in the response.

3- The student addresses and correctly identifies the characteristics of the mix element. However, the example fits but they do not provide clear understanding of the mix element.

2 - The student does not correctly identifies characteristics of the mix element being discussed. They are lacking examples that provide support of the Marketing Mix content in order to demonstrate they understand its function.

1 - The response has no correlation to the Marketing Mix element. Lacking examples or the correct examples have been provided. Content knowledge is not demonstrated.